

# Fashion Calendar 1947

## JANUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## FEBRUARY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

## MARCH

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## MAY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## JUNE

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## AUGUST

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## SEPTEMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## OCTOBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## NOVEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## DECEMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, AUGUST 22, 1947</u>			
Just Issued	1948 GUIDE FOR LEATHER COLORS Advance leather samples of the 1948 Spring colors for women's and men's shoes with their names and merchandising and fashion notes have been issued by the Textile Color Card Association Inc. to its members in the shoe and leather industry. Contact: Margaret Hayden Rorke, Managing Director, Textile Color Card Association, CA. 5-5881.	TEXTILE COLOR CARD ASSN. OF U.S. INC.	200 MADISON AVE.
Friday August 22 1:00 P.M.- 1:30 P.M.	"EYE FOR FASHION" TELEVISION PREVIEW "Eye for Fashion", a new feature on the "Swift Home Service Club", will present Ben Reig's bolero. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact: CI. 7-8300.	SWIFT & CO.	STATION WNBT
Saturday August 23 11:00 A.M.	FASHION SHOWING OF WOMEN'S DRESSES Gimbel Brothers will present a collection of women's dresses at 11:00 A.M. Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600,	GIMBEL BROTHERS	3RD FLOOR

### WEEK BEGINNING MONDAY, AUGUST 25, 1947

August 24- August 28	NEW YORK GIFT SHOW AT HOTELS NEW YORKER AND PENNSYLVANIA. Contact: George F. Little Management, 220 Fifth Ave., AS. 4-3161.		
Monday August 25- Sept. 5	HISTORIC AND REGIONAL BAND-BRACELET DESIGNS Inspiration for a jewelry cuff returning to fashion prominence, this exhibit shows plates of typical band and cuff bracelets, designed by such artists as the Navajo Indians, East Indians, Egyptians, in addition to 19th Century types. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday August 25 4:00 P.M.- 6:00 P.M. Cocktails	COMING-OUT PARTY FOR NEW MANNEQUIN A cocktail party for the press and trade to introduce J.J., the new Leading Foundations teen-age mannequin, who will have her coming-out party during cocktails. By invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	LEADING FOUNDATIONS	HOTEL PLAZA WHITE & GOLD SUITE
Monday August 25	NEWSSTAND DATE: NEW KNITTING PUBLICATION <u>Modern Knitting</u> , a new quarterly "Service" magazine to be edited by Gizi Alton, designer and writer, will feature technical instructions for all types of knitting and crochet work. Unusual knitting problems may be referred to the magazine's staff for solution. <u>Modern Knitting</u> will be nationally distributed by the Independent News Co., 480 Lexington Ave. Editorial and advertising offices at 247 Park Ave. Price: 35¢. Publicity: Richard H. Roffman, PE. 6-0596.	INDEPENDENT NEWS CO. (480 LEXINGTON AVE.)	247 PARK AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 26 11:30 A.M.; 2:30 P.M.	"YOUNG NEW YORKER" FASHION SHOW Showings from 11:30 A.M. to 12:30 P.M., and 2:30 P.M. to 3:30 P.M., of Lord and Taylor's "Young New Yorker" Fall and Winter Collection of a variety of fashions from wools to evening clothes. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	6TH FLOOR
Tuesday August 26 12:30 P.M. Luncheon	LUNCHEON FOR THE BEAUTY PRESS Coty will have a luncheon at the Hotel Pierre, Grand Ballroom Foyer, for the beauty press "to celebrate an important event." Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	HOTEL PIERRE BALLROOM FOYER
Tuesday August 26 2:30 P.M.	TEEN-AGE FASHION PRESENTATION Back-to-school fashions with a new look for teen-agers. Open to press and public. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON	6TH FLOOR
Wednesday August 27 2:30 P.M.	PRESS SHOWING OF NEW FASHIONS Alice Orovan will present to the press her collection of custom-made and ready-to-wear clothes at her salon. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	ALICE OROVAN	735 FIFTH AVENUE SALON
Wednesday August 27 2:30 P.M.	CAMPUS CENTER FASHION SHOW Campus Center fashion show, with models showing hairstyles and make-up. Cards for a complimentary Chantrey make-up will be distributed at Campus Center until August 30. Open to public. Publicity: Mary Grizzard, Market 2-1212.	L. BAMBERGER AND CO. NEWARK, NEW JERSEY	TENTH FLOOR ALCOVE ROOM
Wednesday August 27 4:30 P.M. Cocktails	PRESS PREVIEW OF NEW DESIGNER FABRICS Press preview given by John Walther Fabrics, Inc., to present the Fall and Winter collection of designer fabrics. Showing promptly at 4:30 P.M. followed by cocktails. Attendance by invitation only. Contact: Elena Turner, John Walther Fabrics, Inc., LO. 5-3330.	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Wednesday August 27	OPENING OF NEW ROOM SETTINGS Lord & Taylor will present 7 settings for one-room living, featuring complete ensembles. Each setting will include a new version of the Duet, "a reversible bedspread comfortable," styled by Craig. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	8TH FLOOR BEDROOM CORRIDOR
Thursday August 28 3:00 P.M.	PIGTAILS FASHION PRESENTATION Showing of new A & S fashions for the "pigtails" age group (7 to 12); also petiteens, tots, and little-boy fashions. Music and entertainment. Open to public. Publicity: Alvild Wiman, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	8TH FLOOR SPECIAL EVENTS CENTER
Thursday August 28 9:30 P.M.	FASHION SHOW AT BEACH RESORT Sydell will present her new Fall and Winter custom-made gowns, suits and cocktail clothes at the Lido Beach Club. Attendance by invitation only. Contact: Sydell, EL. 5-8729, or the Lido Beach Club management.	SYDELL GOWNS (666 FIFTH AVE.)	LIDO BEACH CLUB LONG ISLAND



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 28	AMERICAN LEGION CONVENTION IN NEW YORK (August 28-August 31). AMERICAN LEGION PARADE (9:00 A.M.-5:00 P.M.) ALONG FIFTH AVENUE FROM 34TH STREET TO 73RD STREET ON SATURDAY, AUGUST 30.		
Friday August 29 11:00 A.M.	"CALLING ALL GIRLS" FASHION SHOWING Fashion show of teen-age clothes. Press by invitation. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	MOSQUE THEATRE NEWARK, N. J.
Sept. 1	LABOR DAY (Monday)		
Tuesday Sept. 2 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of new daytime and evening fashions by The Tailored Woman during luncheon. (The St. Regis luncheon fashion show is being held on Tuesday, instead of Monday, because of the Labor Day holiday). Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF THE  
PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED. (Please note  
change in time for Jay Thorpe; change in date for Mainbocher)

Tuesday Sept. 2	<u>JAY THORPE</u> At 2:30 P.M.	24 WEST 57TH ST.	PUBL.: AUDREY DAVIS	CI. 7-4300
Wednesday Sept. 3	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday Sept. 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 4	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 4	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Friday Sept. 5	<u>MAINBOCHER</u> At 3:00 P.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Monday Sept. 8	<u>HATTIE CARNEGIE</u> At 2:30 P.M.	42 EAST 49TH ST.	PUBL.: JOSEPHINE HUGHES	WI. 2-2600
Tuesday Sept. 9	<u>ELIZABETH ARDEN</u> At 3:00 P.M. -- Designed by Castillo	691 FIFTH AVE.	PUBL.: KAY INGLIS-JONES	PL. 3-3410
Wednesday Sept. 10	<u>STEIN &amp; BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Thursday Sept. 11	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE.	PUBL.: KATHLEEN LAMB	EL. 5-6800



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 2	LENTHERIC "PERFUME TRAINING SCHOOL"	LENTHERIC, INC.	ROOM 1608 745 FIFTH AVE.
Sept. 2	The Lentheric "Perfume Training School" planned for educating salesgirls, in the fundamentals of perfume, both theory and practice, will hold morning, afternoon and evening sessions beginning Tuesday Sept. 2, and ending Friday, Sept. 12. Press invited to register. Publicity: Jill Jessee, PL. 3-6300.		
Sept. 2	V-J DAY		
Sept. 3	MILGRIM'S FALL COLLECTION FOR THE PRESS AT 11:00 A.M. (See Page 3)		
Sept. 3	BERGDORF GOODMAN'S FALL COLLECTION FOR THE PRESS AT 5:30 P.M. (See Page 3)		
Sept. 4	HENRI BENDEL'S FALL COLLECTION FOR THE PRESS AT 10:30 A.M. (See Page 3)		
Sept. 4	SAKS 5TH AVENUE'S FALL COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 3)		
Thursday Sept. 4	SHOWING OF NEW FALL MILLINERY	BRUNELL HATS (768 MADISON AVE.)	HOTEL BREVOORT BLUE ROOM
3:30 P.M.-	Kay Brunell will introduce her new collection of Fall and Winter millinery		
5:00 P.M.	at cocktails in the Blue Room of the Hotel Brevoort, 15 Fifth Avenue.		
Cocktails	Press invited. Contact: Kay Brunell, RE. 7-7490.		
Thursday Sept. 4	MEETING, DISCUSSION AND REFRESHMENTS	GUILD OF NEW YORK DRESS DESIGNERS	WILLKIE MEM. BLDG. 20 W. 40TH STREET
8:00 P.M.	This meeting is open to dress designers only. Discussion of Guild's coming events including a fashion show, a museum study and work courses. For invitation, contact Guild of New York Dress Designers, MU. 3-1093.		
Thursday Sept. 4	31ST ANNUAL LEATHER SHOW. Contact: Tanners' Council of America, 100 Gold Street, BE. 3-0494.		
Sept. 5	MAINBOCHER'S FALL COLLECTION FOR THE PRESS AT 3:00 P.M. (See Page 3)		
Monday Sept. 8	LUNCHEON SHOWING OF NEW FALL FASHIONS	MARTHA (501 MADISON AVE.)	ST. REGIS HOTEL ROOF
1:00 P.M.	Martha will present new sportswear, coats, daytime and evening suits and dresses--at the St. Regis Roof during luncheon. Press by invitation.		
Luncheon	Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Contact Mrs. Martha Phillips, PL. 3-5625. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Sept. 8	HATTIE CARNEGIE'S FALL COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 3)		
Monday Sept. 8	TENTH ANNUAL FALL FASHION EXPOSITION	NEIMAN-MARCUS	DALLAS TEXAS
	The Neiman-Marcus awards for distinguished service in the field of fashion will be presented by Executive Vice-President Stanley Marcus at a dramatic showing of the world's finest fashions in clothes, accessories, furs and jewels. Awardees for the 1947 Exposition will be Christian Dior, of Paris; Salvatore Ferragamo, of Florence, master shoemaker; Norman Hartnell of London; Irene of Hollywood, and Dolores del Rio (in the consumer field) first lady of fashion in Latin-America. Publicity: Marihelen McDuff, Neiman-Marcus, Dallas.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 8	OPENING DATE OF CRUISE AND RESORT SHOWING BY THE CALIFORNIA APPAREL CREATORS AND AFFILIATED FASHIONISTS OF CALIFORNIA IN LOS ANGELES.		
Week Of Sept. 8	ADVANCE SPRING OPENING OF GUILD SHOE LINES	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
	Five groups of shoes will be featured during this Guild Week: (1) The first showing of resort footwear; (2) The first advance Spring shoes; (3) Dinner and evening shoes for holiday selling; (4) Size-ups of Fall's best selling numbers; (5) Boudoir styles for Christmas selling. The shoes purchased will be for November and December delivery. The member firms of The Guild of Better Shoe Manufacturers are: Cangemi, Inc., Thos. Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf's Sons, Inc. (Lupine); Morris Wolock Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.		
Tuesday Sept. 9 9:30 A.M. Breakfast	BREAKFAST PREVIEW OF FALL COLLECTION	ANNA MILLER	498 SEVENTH AVE. SHOWROOM
	Press breakfast and preview of Earl Luick's new Fall collection for Anna Miller. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.		
Tuesday Sept. 9 11:00 A.M.	PRESS SHOWING OF CUSTOM-MADE MILLINERY	OMIE MONCÉ	600 MADISON AVENUE SALON
	Premiere showing for the press of custom-made millinery and accessories to mark the formal opening of the new fashion house of Omie Moncé. Attendance by invitation only. Publicity: Wain & Baruch, PL. 8-0868.		
Sept. 9	ELIZABETH ARDEN'S FALL COLLECTION FOR THE PRESS AT 3:00 P.M. (See Page 3)		
Wednesday Sept. 10 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION	HENRY À LA PENSÉE, INC.	8 EAST 54TH STREET
	Opening of the new House of Henry à La Pensée, Inc., and advance showing of the Fall Collection to the press, 2nd Floor Salon. Attendance by invitation only. Publicity: Ilka Dickinson, CI. 6-4340.		
Wednesday Sept. 10 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING	D'LAURENCE ROTH (30 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
	Showing of new custom-order fashions by D'Laurence Roth during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: BR. 9-0752. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.		
Wednesday Sept. 10 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
	Resumption of the Wednesday luncheon fashion shows for the 1947-48 season at the Waldorf with a showing of new fashions for Fall by Arnold Constable. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Hazel Stewart, CA. 5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 10	STEIN & BLAINE'S FALL COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 3)		
Sept. 11	BONWIT TELLER'S FALL COLLECTION FOR THE PRESS AT 11:00 A.M. (See Page 3)		
Thursday Sept. 11 12:15 P.M. Luncheon	MEATMASTER LUNCHEON: PRESTO PREVIEW The National Pressure Cooker Company will introduce the first pressure cooker designed especially for cooking meats--the new "Presto Meatmaster". Attendance by invitation only. Publicity: S. Richard Stern, Helen Kemp, CH. 4-8535. Contact: Marion Allen, 521 Fifth Avenue, MU. 2-2363.	NATIONAL PRESSURE COOKER COMPANY	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 11 1:00 P.M. Luncheon	NEW WOOL FASHIONS AT LUNCHEON SHOW Presentation of knitted fashions for Fall by the Int'l Wool Secretariat, to be featured by Peck & Peck. Press by invitation. Public by reservation. Publicity Int'l Wool Secretariat: June Hamilton Rhodes, Bureau of Fashion Trends, MU. 3-7661; for Peck & Peck: Julia English Morse, PL. 8-3100. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	PECK & PECK; INT'L WOOL SECRETARIAT	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 11 8:00 P.M.	SHOWING OF SPRING COUTURE COLLECTION The Spring couture collection of Grubere, including coats, suits, dresses, and fur models; his fifth collection of models presented for showing before the trade. Subscription: \$100.00 for patterns and tickets of admission. Press by invitation. Contact: PE. 6-0755.	GRUBERE	HOTEL PENNSYLVANIA GRAND BALLROOM
Sept. 15	FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday)		
Monday Sept. 15 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Mary Goodfellow's Fall and Winter millinery will be presented at a luncheon show. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Mary Goodfellow Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MARY GOODFELLOW	ST. REGIS HOTEL ROOF
Monday Sept. 15 1:00 P.M. Luncheon	BETTER HOMES AND GARDENS EXHIBIT Press luncheon at opening of Exhibit of Model Homes by "Better Homes and Gardens", and of eleven newly decorated rooms keyed to accent N.J. living. Exhibits will run for two weeks. Press by invitation. Publicity: Marie Guthrie, MITCHELL 2-8000, Ext. 474.	KRESGE-NEWARK	715 BROAD STREET NEWARK
Sept. 16	SECOND DAY OF JEWISH NEW YEAR--ROSH HASONAH (Tuesday)		
Tuesday Sept. 16 10:30 A.M.	PRESS PREVIEW OF NEW FALL FASHIONS Bloomingdale's annual Fall and Winter fashion show in their re-decorated Green Room. Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S LEXINGTON & 59TH ST.	GREEN ROOM 3RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 16 3:30 P.M.	FASHION SHOW OF KNITTED ENSEMBLES Fashion show of knitted ensembles, accessories, etc. for infants, children, misses, women and men, given in cooperation with manufacturers of wools and other knitting materials and publishers of knitting magazines in Kresge-Newark's Thimbleberry Room Restaurant. Open to public. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	RESTAURANT 7TH FLOOR
Tuesday Sept. 16 4:00 P.M.	PRESS SHOWING OF FALL MILLINERY Cesar Rubio will present his Fall Millinery Collection to the press in conjunction with Mexico's Independence Day celebration. Attendance by invitation only. Publicity: Leonard MacBain, PL. 8-2747.	CESAR RUBIO	40 EAST 50TH STREET SALON
Wednesday Sept. 17 1:00 P.M.	FUR FASHIONS AT LUNCHEON SHOWING Resumption of the regular Wednesday luncheon fashions shows at the Hotel Pierre for the 1947-48 season with a presentation of Gunther's new fur fashions, with fashions especially designed for Gunther by Alice Orovan. Press by invitation. Public by reservation. For reservations, contact: "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Gunther Publicity: Nona James, VO. 5-3440.	GUNTHER	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 17 4:00 P.M.	"CALIFORNIA FASHIONS ON FIFTH AVENUE" Press preview at cocktails of new fashions by California designers group, including Jean Duraine, Keneth Hopkins, Georgia Bullock, Peggy Hunt, De Johnson, Renie, Rose Marie Reid, Barbara Brinton, Pat Premo, Connie Foster, Rosenblum, and Edith Small. Staged by Vyvyan Donner, fashion director of Movietone News. Showing promptly at 4:30 P.M. Press and trade strictly by invitation. Show will be given for the public at luncheon on September 18th and 19th for the benefit of the National Cancer Foundation. Contact: Katherine Talbot, CI. 7-2700, Ext. 321.	CALIFORNIA DESIGNERS	SHERRY-NETHERLAND VANITY FAIR ROOM
Thursday Sept. 18 9:00 A.M.	PRESS BREAKFAST FASHION SHOWING Macy's will have their semi-annual breakfast for the fashion press in the Executive Dining Room, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431; or Terry Mayer, Ext. 2554.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Cancelled Sept. 18	THE FUR FASHION SHOW BY MAXIMILIAN, ORIGINALLY SCHEDULED FOR THURSDAY, SEPT. 18, AT 1:00 P.M. LUNCHEON, HAS BEEN CANCELLED.		
Thursday Sept. 18 1:00 P.M.	MILLINERY FASHIONS AT LUNCHEON SHOWING Fall and Winter millinery fashions by Peter Bondi at a luncheon showing. Press by invitation. Public by reservation. For reservations, contact: Thomas, PL. 3-1740, Ext. 44. Peter Bondi Publicity: Doris Kott, SP. 7-7000 or Phyllis Queripel, RH. 4-5409. Hotel Plaza Publicity: Dorothy King and Adele Brown, PL. 3-1740, Ext. 424.	PETER BONDI (36 WEST 58TH ST.)	HOTEL PLAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 18 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW BUILDING Informal opening for the press of Frank Brothers' new building, dedicated to shoes and accessories for men and women. The entire interior of the building was styled and designed by Dorothy Draper. By invitation only. Publicity: Doris Newman, Dundas & Frqnk, LO. 3-1633.	FRANK BROTHERS	9 EAST 57TH STREET
Thursday Sept. 18 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY TO INTRODUCE NEW PARFUM Parfums Corday will introduce <u>Fame</u> -- "the parfum no woman or man will ever forget". Attendance by invitation only. Publicity: Edith Steiger, CI. 6-5667.	PARFUMS CORDAY	GOTHAM HOTEL BALLROOM
Saturday Sept. 20- Sept. 27	SECOND POSTWAR NAT'L NOTION WEEK The National Needlecraft Bureau, Inc., will direct promotional activities for the Second Postwar National Notion Week. Contact: George Pounder, LE. 2-4455.	NATIONAL NOTION ASSOCIATION	THROUGHOUT THE COUNTRY
Week of Sept. 22- Sept. 27	SECOND ANNUAL NAT'L SWEATER WEEK Official posters, mats and Sweater Week buttons are available. Publicity: Martin Stern, 60 East 42nd St., VA. 6-0543.	KNITTED OUTERWEAR FOUNDATION	THROUGHOUT THE COUNTRY
Monday Sept. 22 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Presentation of De Pinna's annual Fall Fashion Showing of Spectator Sports, Town and Junior Clothes. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Monday Sept. 22- Sept. 23 3:30 P.M.	CHINESE FASHIONS IN SHOWING Shanghai-Kresge-Newark fashion show given in cooperation with Lentheric in the Thimbleberry Room Restaurant. Anna May Wong will appear in the fashion showing and also do a commentary on Chinese fashions and customs. Press invited. Publicity: Marie Guthrie, MITCHELL 2-8000, Ext. 474.	KRESGE-NEWARK; LENTHERIC	RESTAURANT 7TH FLOOR
Tuesday Sept. 23 12:30 P.M. Luncheon	SHOWING OF EDDIE RUBENSTEIN ORIGINALS Debut luncheon at 1-2-3 Club with showing of junior-sized holiday clothes designed by Eddie Rubenstein of Crestlee, Inc. The dresses will be available at Saks Fifth Avenue. Press by invitation. Public by reservation. For reservations, contact "Joseph", headwaiter at 1-2-3 Club, PL. 3-9131. Eddie Rubenstein Publicity: Sara Fox, Inc., MU. 3-6526. 1-2-3 Club Publicity: Dorothy Ross, PL. 9-5906.	EDDIE RUBENSTEIN OF CRESTLEE, INC.	1-2-3 CLUB 123 EAST 54TH STREET
Tuesday Sept. 23 5:00 P.M.	PRESS SHOWING OF NEW FASHIONS Presentation of custom-order and ready-to-wear originals by Jonai, including street, evening and dinner clothes, coats and suits. Attendance by invitation only. Contact: Milton Cline, Jonai, Inc., PL. 5-3500.	JONAI, INC.	403 PARK AVENUE SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 24	JEWISH DAY OF ATONEMENT -- YOM KIPPUR (Wednesday).		
Wednesday Sept. 24 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING First fashion show in this country by Lili Spinola, presenting custom-made afternoon and evening dresses and suits, emphasizing the dressy costume which can still be conservative and practical. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Lili Spinola, EL. 5-3910. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LILI SPINOLA (222 EAST 49TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 25 12:30 P.M. Luncheon	PRESS SHOWING OF CUSTOM MILLINERY Saks Fifth Avenue will present their new custom-order millinery collection to the press. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	PLACE TO BE ANNOUNCED
Thursday Sept. 25 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Renel of Paris will present a luncheon showing of original suits, coats, dresses for Fall and Winter. Press by invitation. Public by reservation. For reservations, contact "Thomas", PL. 3-1740, Ext. 44. Contact: Mr. Renel, RH. 4-5656. Plaza Fashion Publicity: Dorothy King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	RENE OF PARIS (751 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 25 7:30 P.M. Supper	PRESS SUPPER TO INTRODUCE NEW COLORS Unveiling of Maurice Rentner's color gallery and new fashions at a buffet supper for the beauty press. Attendance by invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM
Monday Sept. 29 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Custom made and ready-to-wear fashions by Peggy Roth. Press by invitation. Public by reservation. Contact: Peggy Roth, PL. 8-2904. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEGGY ROTH (400 PARK AVE.)	ST. REGIS HOTEL ROOF
Tuesday Sept. 30 10:00 A.M. Breakfast	PRESS SHOWING OF NEW FUR COLLECTION Alfred Rainer will present his newest furs to the press during breakfast. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	ALFRED RAINER	17 EAST 55TH STREET SALON
Tuesday Sept. 30 4:00 P.M.	ANNUAL "PINK CHAMPAGNE" PARTY Press preview at Russeks' annual "Pink Champagne" party of their new Design Studio Fur Collection, created by Ralph Marano. Attendance by invitation only. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH AVE. & 36TH ST.
Wednesday October 1 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter millinery by Leora Creations (formerly House of Cesar) during luncheon. Press by invitation. Public by reservation. For reservations contact "Jack", Cotillion room headwaiter: RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LEORA CREATIONS (30 EAST 54TH ST.)	HOTEL PIERRE COTILLION ROOM



MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Friday  
August 22 PREMIERE: "DEEP VALLEY" (Movie) STRAND THEATRE, B'WAY & 47TH STREET  
Warner Brothers drama about a shy girl who meets and falls in love with a convict, with Ida Lupino, Dana Clark, Wayne Morris, Fay Bainter and Henry Hull. Producer: Henry Blanke. Director: Jean Negulesco. Costumes: Bernard Newman. Publicity: Eve Siegel, CI. 6-1000.
- Wednesday  
August 27 PREMIERE: "KISS OF DEATH" (Movie) MAYFAIR THEATRE, 47TH ST. & 7TH AVE.  
Twentieth Century-Fox drama about a "squealer" whose family is threatened by members of the New York underworld, with Victor Mature, Brian Donlevy, Coleen Gray, Richard Widmark and Taylor Holmes. Produced by Fred Kohlmar. Directed by Henry Hathaway. Costumes: Charles LeMaire. Publicity: Jeannette Sawyer, CO. 5-3320.
- Thursday  
August 28 PREMIERE: "DOWN TO EARTH" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH  
Columbia Pictures' Technicolor musical about a visit of the goddess Terpsichore to earth, with Rita Hayworth, Larry Parks, Marc Platt, James Gleason and Edward Everett Horton. Producer: Don Hartman. Director: Alexander Hall. Costumes: Jean-Louis. Publ.: Hortense Schorr, CI. 5-5000.
- Thursday  
August 28 PREMIERE: "LURED" (Movie) VICTORIA THEATRE, B'WAY & 46TH STREET  
United Artists presents Hunt Stromberg's mystery drama about a London killer trapped by one of his intended victims, with Lucille Ball, George Sanders, Charles Coburn, Boris Karloff, and Sir Cedric Hardwicke. Produced by James Nasser. Director: Douglas Sirk. Costumes: Eloise Jensen. Publicity: Tess Michaels, CI. 5-6000.
- Thursday  
August 28 PREMIERE: "SONG OF THE THIN MAN" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.  
MGM mystery-comedy, another in the Nick and Nora Charles series, based on characters created by Dashiell Hammett. Cast includes Myrna Loy, William Powell, Keenan Wynn, Dean Stockwell, and Phillip Reed. Produced by Nat Perrin. Director: Edward Buzzell. Costumes: Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Wednesday  
Sept. 3 OPENING: "THE MAGIC TOUCH" INTERNATIONAL THEATRE, COLUMBUS CIRCLE  
John Morris Chanin presents a new comedy by Charles Raddock and Charles Sherman, with Howard Smith, Frances Comstock, Loney Lewis, Hope Emerson, Sara Anderson and Sid Melton. Director: Herman Rotsten. Publicity: Marjorie Barkentine, BR. 9-9546.
- Sunday  
Sept. 7-  
Sept. 13 BALLET RUSSE DE MONTE CARLO N. Y. CITY CENTER, 131 WEST 55TH ST.  
Ballet Foundation presents the Ballet Russe de Monte Carlo, with Frederic Franklin, Alexandra Danilova, Nathalie Krassovska, Ruthanna Boris, Mary Ellen Moylan, Leon Danielian, Michel Katcharoff, and Nikita Talin.  
Sunday Eve., Sept. 7: BALLET IMPERIAL, MADRONOS, BLUE BIRD, BLUE DANUBE.  
Tuesday Eve., Sept. 9: SWAN LAKE, MADRONOS, THE NUTCRACKER.  
Wednesday Eve., Sept. 10: BAISER DE LA FEE, CIRQUE DE DEUX, NIGHT SHADOW.  
Thursday Mat. Sept. 11: SWAN LAKE, THE NUTCRACKER, LE BEAU DANUBE.  
Friday Eve., Sept. 12: CONCERTO BAROCCO, LOLA MONTEZ, PAS DE DEUX  
Publicity: Margaret Hornyak, CI. 7-5911.
- Monday  
Sept. 8 OPENING: "WE LOVE A LASSIE" BOOTH THEATRE, 45TH ST. WEST OF B'WAY  
Shubert Brothers present a new play with a Scottish background. Cast includes Barbara Everest, Philip Tonge, John F. Hamilton. Directed by Melville Cooper. Publicity: Claude Greneker, CI. 6-9500.